

## Evaluation Criteria

---

The evaluation criteria and weighting of the criteria are as follows:

1. Importance/Relevance and Applicability of Proposal (35 percent): This criterion ascertains whether there is value in the proposed technology and/or relevance to NOAA, federal, regional, state, or local activities. For this program competition this includes:
  - a. What is the likelihood of the proposed technology to improve outdoor alerting in remote communities?
  - b. Are proposed technologies easily transferred to operations in a reasonable time frame and supportable?
  - c. What is the degree of interoperability with existing Federal (e.g. NOAA and FEMA) public alerting systems?
2. Technical/Scientific Merit (30 percent): This criterion assesses whether the approach is technically sound and/or innovative, if the methods are appropriate, and whether there are clear project goals and objectives. This includes:
  - a. What is the intrinsic technical value and maturity of the systems proposed as they relate to the enabling residents of those remote communities to receive emergency messages?
  - b. What is the ease of use and any additional user equipment/information technology required to operate/use the proposed technologies?
  - c. What is the complexity of interoperability receiving the originating public alert information and further dissemination to the public?
  - d. What is the throughput time and any delay from origination of the emergency message to receipt by the public via the proposed technology?
3. Overall Qualification of Applicants (20 percent): This criterion ascertains whether the applicant possesses the necessary experience, qualifications, and administrative resources to accomplish the project. This includes:
  - a. Do PD/PIs clearly document past experience and qualification of the organizations proposing the technologies/systems?
  - b. Are there any existing or past interactions/experiences?
  - c. Does the organization have adequate resources to monitor, track, and report information and documentation required for the proposed program?
4. Project Costs (15 percent): This criterion evaluates the budget to determine if it is realistic and commensurate with the project needs and time-frame. This includes:
  - a. Are the project costs realistic and reasonable?
  - b. Is the project schedule reasonable as compared with the cost to complete the proposed project?
5. Outreach and Education (0 percent): This criterion assesses whether the project provides a focused and effective education and outreach strategy regarding NOAA's mission. This specific competition will not use this criterion.